



INVIVO ENVY

Left: Autumn at one of the Invivo vineyards in New Zealand.

Below: Rob Cameron, Invivo co-owner and winemaker.



FROM THE WINEMAKER

ROB CAMERON: INVIVO WINES

I was in my early 20s and quickly getting bored with my engineering degree in Auckland. After taking a year or so off studying to work, I was ready for a new challenge that was varied, exciting and fun. I never saw myself chained to a desk so when the opportunity to study winemaking arose, I jumped at it. For me it was a great combination of science, physical work and an opportunity to be creative. It also helped that I had a genuine love for the product I was making.

I got my first major break in 2002, I was working in New Zealand and had applied to numerous European companies for a vintage job overseas. I finally got a “yes” in September that year and my wife and I found ourselves winging our way to Slovenia, where I had been tasked to make wine in two wineries that had both up

been and running for a couple of hundred years before New Zealand and Australia were even “discovered!”

I spent the next six years as a consultant winemaker, which meant constant travel to France, Spain, Cyprus, Moldova, Bulgaria, Hungary and the Czech Republic.

I met Tim Lightbourne (Invivo co-founder) by chance in 2006 and we started talking about heading back to New Zealand to launch our own wine business – Tim is a top marketer and held some senior roles in the industry in Europe, and we thought our combined skills could create a brand of innovative, contemporary and exciting wines. I didn’t need much persuading – Invivo was born!

Invivo is about taking some of the elegance from the old world and putting

that style into our amazing Marlborough and Otago grapes, all the while offering vintages that are fun and a bit unique. We work with creative industries around the world – arts, music and fashion – to support young talents and also introduce our wines to new markets.

We’re always trying new things; a great example of this is Bella, a low-calorie, low-alcohol sauvignon blanc that we launched recently. At only nine percent alcohol, it’s an ideal option for lunchtime or if you have to drive, but still has all the great Marlborough sauvignon flavours that you’d expect. This year we’re also bringing a low-alcohol rosé into production and adding a few new blends and small parcels of reserve pinot noir from Central Otago.

invivowines.com